

SECTION 9.

BUSINESS STRATEGY

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BUSINESS STRATEGY: 2019/22

This indicates the Association's agreed strategy for the business, which is aimed at implementing our vision. This focuses on our long-term direction and defines our business objectives.

Further to discussion at our planning review session, held 15th February 2019, the Management Committee, at their meeting of 20th March 2019, considered our priorities, over the period of the Business Plan. Accordingly, it was agreed that the business strategy be one of 'continuous improvement' and 'growth', given that such a strategy fully encompasses the Association's views as to our future direction and describes how we want to deliver our 'vision'. W.H.A.'s business strategy was duly recorded as:

'continuous improvement': monitoring our performance, over the whole range of services provided, to ensure that, on an ongoing basis, we are delivering the highest quality of provision, re-investing in our housing stock and introducing measures to improve efficiencies and enhance customer satisfaction.

'growth': not simply working towards increasing the number and types of houses available, but promoting neighbourhood regeneration and revitalising our communities through maximising activity in innovative ways, which produce social, economic and environmental benefits.